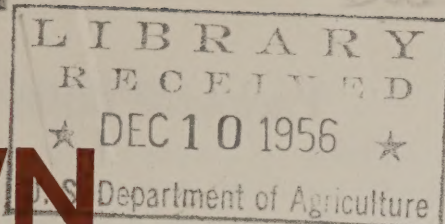


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BROWN

BULB

Feb / Mar

RANCH

PACKAGED

Flower Bulbs

and

Perennials

PROCUREMENT SECTION
SERIAL RECORDS

10 '85

U. S. D. A.
NAT'L AGRIC LIBRARY
RECEIVED

Main Office

Capitola, Calif.
Greenwood 5-1313

Northwest Office

936 W. 49th St.
Seattle 7, Wash.

DExter 2600

Packaged Bulbs & Perennials

Spring 1957

Delivery - January to May 15th

F.O.B. - Capitola or Seattle

ATTRACTIVE PACKAGES

All bulbs are packaged in cellophane or foil. Perennials are in water-proof wrapping. All packages have color illustrations and cultural directions.

SALES AIDS

Color posters will be furnished with all principal items.

EASY TO ORDER

Write the quantity you wish in the left-hand column and mail to either Capitola or Seattle, whichever is closer to you. We will mail you another copy for future orders. Order in multiples of 5.

BULK BULBS

We now have attractive counter display cartons for those dealers who have been unable to properly handle and display bulk bulbs. Be sure to see these offers on Page 9. If you are interested in a full line of bulk bulbs and perennials, we will be glad to send you our catalog.



ASSORTMENTS

In order to assist you in making up a well-balanced order of the best sellers, we can make up assortments for you. Your location will be taken into consideration to be sure you receive the proper varieties for your climate.

	<u>Your Cost</u>
_____ Bulb Assortment #1	\$35.00
_____ " " #2	75.00
_____ " " #3	150.00
_____ Perennial Assortment #1	25.00
_____ " " #2	60.00

Tuberous Begonias

American Hybrids

5 - 1 to 1 $\frac{1}{4}$ " tubers
per pkg.



	<u>Cost</u>	<u>Suggested Retail</u>
<u>DOUBLE CAMELLIA TYPE</u>	.29	.49
_____ Salmon _____ Yellow		
_____ Red _____ Orange		
_____ White _____ Pink		
<u>DOUBLE CARNATION TYPE</u>	.29	.49
_____ Red _____ Pink		
_____ Yellow _____ Rose		
_____ White		
<u>HANGING BASKET TYPE</u>	.29	.49
_____ Red _____ Salmon		
_____ Yellow _____ White		
_____ Pink		

BEGONIAS (cont'd)

	<u>Cost</u>	<u>Suggested Retail</u>
_____ Frilled Single Mixed	.29	.49
_____ Rosebud Mixed	.29	.49
_____ Picotee Double Mixed (Double Marginata)	.29	.49
_____ Db1. Multiflora Mixed	.29	.49
_____ Cristata Mixed (Crested & Frilled)	.29	.49
_____ Double Marmorata (Rose mottled white)	.29	.49
_____ Mixed Colors & Types (10 - 1 $\frac{1}{4}$ " to 1 $\frac{1}{2}$ " tubers)	.75	1.25

Gladiolus

Imported Dutch Bulbs

10 - #1 size bulbs

(1 $\frac{1}{2}$ " to 1-3/4" dia.)

_____ Red Charm	
_____ Valeria	
_____ Spotlight	
_____ Phantom Beauty	
_____ Picardy	.34 .59
_____ Elizabeth the Queen	
_____ Snowprincess	
_____ Buttercup	
_____ Beauty's Blush	
_____ Showgirl	
_____ Modern Times	
_____ Margaret Beaton	
_____ Mixed Colors	
_____ MIXED JUMBO SIZE	.44 .79



DAHLIAS

These are well-cured and heavily eyed tubers. Dahlias sell well anywhere and are particularly good in April and May.

1 tuber per pkg.



	<u>Cost</u>	<u>Suggested</u> <u>Retail</u>
<u>Decorative</u> (large flowered)	.22	.39
_____ La Toreador - light red		
_____ Violet King - large violet		
_____ Lois Walcher - red, white tips		
_____ Clara Carder - large pink		
_____ Golden Girl - yellow		
_____ White Giant - pure white		
_____ Margaret Cole - apricot		
_____ Mdm. Le Boutillier large dark red		
_____ Jane Cowl - large buff		
<u>Pompon</u> (many small flowers, excellent for cutting)	.22	.39
_____ Golden Queen - yellow		
_____ Alice - red		
_____ Mary Munns - lavender		
_____ Betty Ann - pink		
_____ Amber Queen - bronze		
_____ Snowman - white		
<u>Cactus</u> (spidery type)	.22	.39
_____ Pink _____ Yellow		
_____ Red _____ Lavender		
_____ Orange		

Lilies

These are hardy varieties and may be planted anywhere.



	<u>Cost</u>	<u>Suggested Retail</u>
--	-------------	-------------------------

2 bulbs per package

.23

.59

_____ Auratum - gold banded lily

_____ Tiger - orange, dark spots

_____ Regale - best white lily

_____ Leopard - red, orange center

_____ Coral - small scarlet (3 bulbs)

_____ Golden Gleam - like coral.
but yellow

Ranunculus

This is an excellent Spring bulb anywhere. It is becoming very popular. A good cut flower.



	<u>No. Bulbs</u>	<u>Cost</u>	<u>Suggested Retail</u>
--	------------------	-------------	-------------------------

_____ Mixed #1 size

15

.29

.49

_____ Mixed #3 size

60

.55

.98

_____ Red #2 size

15

.29

.49

_____ Orange #2 size

15

.29

.49

_____ Yellow #2 size

15

.29

.49

_____ Pink #2 size

15

.29

.49

Miscellaneous Bulbs

These more unusual items will
create interest in your
entire bulb display.



		<u>No.</u>	<u>Cost</u>	<u>Suggested</u>
		<u>Bulbs</u>		<u>Retail</u>
_____	Dbl. Anemone #1 size	15	.29	.49
_____	" " #3 "	60	.52	.98
_____	Single " #1 "	15	.29	.49
_____	" " #3 "	60	.52	.98
_____	Aztec Lily, novelty	1	.33	.59
	amaryllis			
_____	Amaryllis Hybrids	1	.29	.49
_____	Calla Lily Pink 1½-2"	2	.29	.49
_____	Calla Lily Yellow 2-2½"	2	.29	.49
_____	Calla Lily White 2-2½"	2	.29	.49
_____	Fancy Leaved Caladium	2	.33	.59
_____	Fragrant Gladiola	10	.29	.49
_____	Hardy Orchid-lavender	2	.33	.59
_____	Mexican Shell Flower	10	.33	.59
	(tigridia mixed)			
_____	Dbl. Tuberose fragrant	4	.33	.59
	3 to 4" circum.			
_____	Achimenes - similar to	5	.33	.59
	African Violet			
_____	Gloxinia mixed	3	.33	.59
_____	Fragrant Amaryllis			
	Hardy, pink flowers	2	.33	.59

**Growers and Importers for
the Wholesale Trade Only**

PERENNIALS

Packaged perennials make it possible for the smaller dealer to offer this popular line. The roots stay in good condition and display themselves attractively.



Hardy Phlox

1 root per pkg.

Cost
.22

Suggested
Retail
.39

- _____ Red
- _____ Pink
- _____ Orange
- _____ White
- _____ Salmon
- _____ Purple
- _____ White with red eye
- _____ Blue with white

Double Peonies

1 division per pkg.

.43

.79

- _____ Red
- _____ Pink
- _____ Rose
- _____ White

Bearded Iris

1 root per pkg.

.18

.29

- | | |
|---------------------|---------------------|
| _____ Yellow | _____ White Glory |
| _____ Wine Red | _____ Purple & Lav. |
| _____ Pink Cloud | _____ Apricot |
| _____ Brown Plicata | _____ Blue |

BROWN BULB RANCH

Capitola, Calif.

Tel. GREENwood 5-1313

936 W. 49th St.

Seattle 7, Wash.

Tel. DEXter 2600.

Perennials (cont'd)

Butterfly Orchid

(Epidendrum hybrids)

These are plants shipped from Hawaii and are easily grown. Complete instructions on all items make it easy for the home gardener.



Cost Suggested

Retail

1 plant per package
Scarlet

.50

.89

Orange

Pink

Cannas - 2 roots per pkg.

.22

.39

The President

Yellow King Humbert - yellow,
red spots

City of Portland - Pink

Louis Cayeuz - red, bronze
foliage

Golden Gate - pure yellow

Eureka - cream white

Miscellaneous Perennials

Roots
per

Sugg.

Pkg.

Cost

Retail

BLEEDING HEART (dicentra)
2/3 eye divisions

1

.29

.49

TRANSVAAL DAISY (gerbera)
mixed colors, not hardy

1

.22

.39

DAY LILY (hemerocallis)
Yellow

1

.22

.39

Pink

TRITOMA

Red Hot Poker,
red, yellow edge

2

.22

.39

Pure Yellow

1

.22

.39

BABY'S BREATH

(Gypsophila) pink

1

.22

.39

PERUVIAN LILY

(alstroemeria) yellow

2

.22

.39

DOUBLE HOLLYHOCK

1

.22

.39

BLUE LILY OF THE NILE
(agapanthus)

1

.39

.69

COUNTER DISPLAY BOXES

This is an easy and attractive way to display bulk bulbs. These boxes are 28" x 10½" x 7" deep. They are shipped to you set up and ready to put on the counter. Additional bulbs can be ordered in bulk.



Tuberous Begonias

(American Hybrids)

- #10. Six colors of the camellia type (our choice) in a well-balanced assortment, each one illustrated.
- #11. Six Novelty types (our choice) such as Picotee, Hanging Basket, Multiflora, etc. Each one illustrated. Prices and quantities for the size of your choice listed below.

					<u>Cost</u>
_____	1 to 1¼"	450 tubers (75 ea. of 6)			\$28.00
_____	1¼ to 1½"	300 "	(50 " " 6)		25.00
_____	1½ to 2"	210 "	(35 " " 6)		28.00
_____	2 to 2½"	150 "	(25 " " 6)		30.00
_____	2½ to 4"	120 "	(20 " " 6)		28.00

<u>Cost</u>	<u>Suggested Retail Each</u>
-------------	--------------------------------------

Cannas

Individually packed in polyethylene bags.

- | | | | |
|------|------------------------------------|---------|-----|
| #12. | 120 roots (30 each of 4 varieties) | \$14.00 | .25 |
|------|------------------------------------|---------|-----|

Your Profit per Case is

\$16.00

COUNTER DISPLAY BOXES (cont'd)

	<u>Cost</u>	<u>Suggested Retail Each</u>
<u>DAHLIAS</u>		
_____ #13 - 100 Decorative type 25 each of 4 varieties	\$21.00	.39
_____ #14 - 100 Pompon type 25 each of 4 varieties	21.00	.39
_____ #15 - 100 Cactus type 25 each of 4 varieties	21.00	.39

Your profit per case is \$18.00

NOTE: You can order two boxes of the popular Decorative (giant flowered) type and receive 8 different varieties.

MISCELLANEOUS BULBS

_____ #19 - 100 bulbs as follows	\$18.00	
25 Yellow Callas 2 to 2½"		.39
25 Aztec Lily (Novelty Amaryllis) 1½ to 2"		.39
25 Hardy Orchid (lavender bletilla) #1		.39
25 Fancy Leaved Caladium 1¼ to 1½" dia.		.39

Your profit per case is \$21.00

_____ #20 - 100 bulbs as follows	\$18.00	
25 Pink Callas 2 to 2½"		.39
25 Hybrid Amaryllis 2¼ to 2½"		.39
100 Fragrant Gladiolus ¾ to 1"	- 69¢ doz.	
50 Double Tuberoses #1	79¢ half doz.	

Your profit per case is \$20.41

Fertilizer, Peat, Potting Soil, Etc.

Each item is packed in attractively lithographed polyethylene.

	<u>Packed</u> <u>per</u> <u>Case</u>	<u>Suggested</u> <u>Cost</u>	<u>Retail</u>
MOO COW NATURAL FERTILIZER			
Dried & screened cow manure			
2-Quart	20	.23	.39
1/4 Cubic Foot	10	.40	.69
CALIFORNIA PEAT - a fine grade of horticultural peat			
2-Quart	20	.19	.29
POTTING SOIL - A well-balanced mixture for any house plant			
1-Quart	20	.12 $\frac{1}{2}$.19
LEAF MOLD - Well-rotted oak leaf mold for begon- ias, African Violets, etc.			
2-Quart	20	.28	.49
CHARCOAL - Granulated to proper size for plants & aquariums, 9 oz.	50	.16	.29
PEARL CHIPS - Polished shell put up in lithographed 16- oz. cellophane pkgs.			
White	20	.12	.29

TERMS

Firms not having established credit with us will please forward cash with order or 50% in advance of C.O.D. shipments. 2% will be allowed for cash with order.

All prices are F.O.B. Capitola or Seattle except where otherwise noted.

Crop failure or any cause beyond our control releases us entirely from delivery. We give no warranty, express or implied, as to description, purity, productiveness, or any other matter of any seeds, or bulbs we sell, and we will not be in any way responsible for them.